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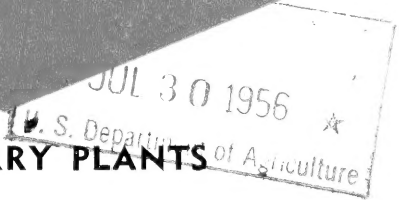
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# JUDSON

**Wholesale Nurseries**

**FALL 1956—SPRING 1957**

**WHOLESALE PRICE LIST**



## **STRAWBERRY PLANTS**

**PERENNIAL PLANTS • PYRAMID GARDENS**

**OVER-THE-COUNTER PACKAGES**

Red Rich® Everbearing  
Plant Patent No. 993





# In Memory VICTOR J. JUDSON

Perhaps the finest tribute to the memory of Victor Judson, who passed away on January 25th, 1956, were the expressions in wires, in letters and in person that came from his countless friends the country over. A fine nurseryman and friend, husband and father — the warmth of his ready smile, the sparkle of his enthusiasm, these and so many good qualities were Vic's . . . the cherished things of which memories are made.



## Please Use This Trade Mark

This is the registered trade mark of the Red Rich strawberry. Be sure to use it in catalogs, advertising or wherever Red Rich is listed. Trade Mark printing plates are available at no cost.

**PLANT PATENT NO. 993**



Red Rich plants are packaged and identified by the Red Rich carton. For the summer-long sale we offer the Potted RED RICH plants which carry Plant Patent tag and registered trade mark.



FALL 1956

# PACK-OUT PRICE LIST

## JUNE-BEARING

12

- \*Blakemore
- \*Dunlap
- \*Catskill
- \*Premier  
Premier
- \*Robinson
- \*Sparkle
- \*Tennessee Beauty
- \*Armored
- \*Bellmar
- \*Empire  
Parish Perfect (Plant Patent No. 1442)
- \*Paymaster (Trade Mark)
- \*Plentiful
- \*Polar Queen
- \*Shasta
- \*Vermilion
- Wisconsin 214
- \*Jumbo (Trade Mark)
- Crimson Flash (Plant Patent Applied for)

## EVERBEARING

- Gem
- Streamliner
- Superfection
- Twentieth Century
- Red Rich (Plant Patent No. 993) \$1.50

Red Rich® is a registered Trade Mark

RED RICH® retail prices 2.95

\*Grown from virus-free planting stock

## POTTED RED RICH® Plant Patent No. 993

	12	24	48	96
Retail	\$3.95	\$7.50	\$12.50	\$22.50
Cost	2.45	4.50	7.50	14.00



**50 PAYMASTER  
and  
50 JUMBO  
100 Plants — your cost  
\$2.95 Postpaid**

SPRING 1957

# STRAWBERRY PLANTS

Prices Are Postpaid

25	50	100	250	500	1000
\$ .95	\$1.45	\$2.30	\$4.65	\$7.75	\$13.00
.95	1.45	2.30	4.65	7.75	13.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.20	1.95	3.30	7.15	12.75	23.00
2.00					
1.25	2.05	3.50	7.65	13.75	25.00
1.25	2.05	3.50	7.65	13.75	25.00
1.25	2.05	3.50	7.65	13.75	25.00
1.50	2.55	4.50	10.15	18.75	35.00
2.50	4.25	8.25	20.50	40.50	80.50
5.00	8.50	15.00	32.50	62.50	120.00

All varieties are grown from nematode-free planting stock in soil treated for nematodes.

## Judson Strawberry and Perennial PLANT GUARANTEE

We guarantee all plants to be State inspected and true to name and will replace free of charge any that prove otherwise. On orders shipped between January 1 and May 31, we will replace any plants that do not live if the customer believes it was the fault of the stock, providing we are advised before July 1st of the year purchased. On shipments made between October 1 and December 31, the plants are guaranteed to arrive in good condition, but are not guaranteed against winter injury or loss. Plants shipped between June 1 and September 30 are shipped at the customer's risk, except potted plants which are guaranteed to arrive in good condition.

# FOR 1957 - FEATURE THESE FINE STRAWBERRY PLANTS...



Red Rich is undoubtedly the most publicized everbearing strawberry in gardening history. The name is known . . . now you be sure to list it.

## COPY SUGGESTIONS FOR RED RICH®

Luscious berries from June right through 'til frost. Folks who say an everbearer isn't sweet should taste Red Rich®. They're chock-full of real honey-sweet goodness. They're deep red through the core. Solid and firm. Frost resistant. Tops for freezing, too! Delicious and attractive when served. A leading midwestern university reports Red Rich® the best of 29 everbearing varieties tried. The plants are so tall and full that you can use them as a beautiful garden border or edge in front of evergreens — many places.



## POTTED RED RICH®

Be sure to add a line or an illustration in your catalog about potted Red Rich®. You can offer them for shipment from April through August. Enjoy the added profit these potted Red Rich® can bring you. Write for interesting information on potted Red Rich®. Refer to prices on pages 4 - 5.

## JUNE BEARING STRAWBERRIES



### (Midseason)

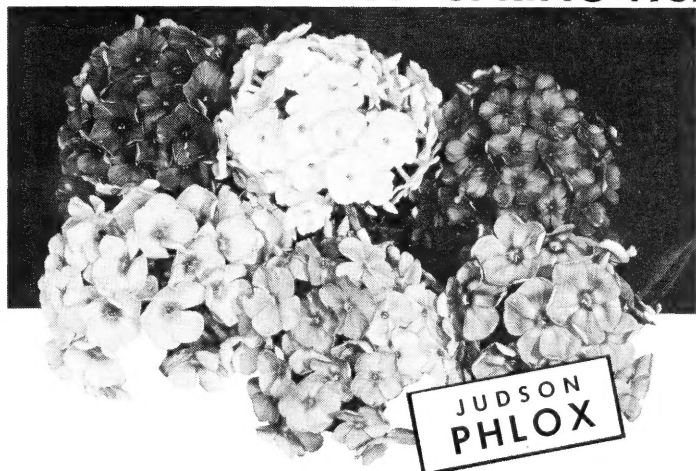
Jumbo has really jumped into popularity. It's the kind of strawberry that tastes as good as it looks. Deep red all the way through and honey sweet. In university freezing tests Jumbo rated high and it is one of the heaviest yielding strawberries known. When you plan your strawberry garden for spring be sure to include Jumbo.



### (Midseason)

Paymaster is a real beauty of a strawberry. Sparkling—radiant red. It is one of the varieties that rated high in university freezing tests. The berries are large and firm. It is a real producer too. For heavy crops — for fine fresh taste and proven freezing quality Paymaster is hard to beat. Let Paymaster pay-off in your garden.

# WHOLESALE BULK PRICE LIST PHLOX – FALL 1956 - SPRING 1957



## F. O. B. BRISTOL, INDIANA

These are hardy field grown No. 1 Perennials. Grown on specially prepared soil, properly fertilized and under irrigation.

### HARDY PHLOX

(Phlox are tied 25 plants in labeled bunches)

#### Group No. 1

Flash—Scarlet crimson  
 July Glow—Orange scarlet with darker eye  
 Von Lassburg—White phlox, sturdy  
 Prime Minister—Pure white, crimson eye  
 Daily Sketch—Brilliant salmon pink  
 Caroline Vandenberg—Lilac blue large florets  
 Mary Louise—Glistening snow white heads  
 Starlight—Lavender with white star  
 Ruby Lee—Ruby Red  
 Lillian—Cameo pink  
 Royal Purple—Rich shaded violet, deeper eye  
 Spitfire—Salmon orange, crimson eye  
 American Beauty—American Beauty pink  
 Border Queen—Pure rose pink—outstanding  
 Lee Schlageter—Most fiery red of all phlox  
 Salmon Glow—Flame pink and salmon  
 Adonis—Bright scarlet crimson  
 Brigadier—Brilliant orange red  
 World Peace—Pure white, large florets  
 San Antonio—Vivid carmine head, shaded plum

#### PRICE LIST — Group No. 1

Up to 250—12c ea. 250 and over—11c ea.

#### Group No. 2

Sir John Falstaff—Large florets, salmon pink  
 White Admiral—White  
 Bright Eyes—Bright rose pink, dark red eye  
 Elizabeth Arden—Soft lilac pink  
 Purplekrome—Deep purple

#### PRICE LIST—Group No. 2

Up to 250—15c ea. 250 and over 14c ea.

**We offer a complete PACK-OUT service  
 on our entire perennial line, please write  
 for complete information.**

# Jud-Pak Perennials

Jud-Pak perennials are individually jacketed in bright four color wrappers. Each plant is carefully wrapped, then inserted in jacket.

## VARIETY

Phlox	Description
Prime Minister .....	White with red eye
Von Lassburg .....	White
Salmon Glow .....	Pink
Ruby Lee .....	Dark Red
Flash .....	Light Red
Starlight .....	Lavender
Columbine .....	Mixed shades
Sweet William .....	Mixed shades
Creeping Phlox .....	Blue, Red, White & Pink
Gaillardia .....	Orange red
Baby's Breath, tall .....	Double white
Cushion Mums.....	Pink, bronze, yellow, red, white
Day Lilies .....	Yellow
Shasta Daisy .....	White
Canterbury Bells (Bi-annual) .....	Mixed shades
Delphinium .....	Mixed shades

PACKAGING: 36 individually wrapped plants of one variety per carton or assorted.

## WHOLESALE PRICE LIST

Less than 10 cases, 20c per pkg. \$7.20 per Case.  
Over 10 cases 19c ea. \$6.84 per case. Suggested  
Retail 39c. Prepaid 10 cartons or more.

## BLOOMIN' GOOD PLANTS

### Trade Mark

The package is the main difference between Jud-Pak and Bloomin' Good Plants. As illustrated, Bloomin' Good Plants are packaged in rectangular sleeves for easier counter and shelf stacking. To order, merely use the varieties listed above for Jud-Pak and specify Bloomin' Good Plants.

## WHOLESALE PRICE LIST

Bloomin' Good Plants are packaged one plant per sleeve. 50 sleeves per case. Your choice. Less than 5 cases 20c per package. 5 cases and over 19c per package. Prepaid on 5 cases and over.

## JUD-PAK STRAWBERRY PLANTS

Each carton carries 24 beautiful four color packages containing 25 strawberry plants per package. (600 plants per carton)

## WHOLESALE PRICE LIST

JUNE BEARING	Per Pkg.	Per Case
Blakemore .....	.50.....	12.00
Dunlap .....	.50.....	12.00
Premier .....	.55.....	13.20
*Paymaster .....	.60.....	14.40

\*(Recommended as a fine strawberry for freezing)

Blakemore, Dunlap, Paymaster grown from virus-free planting stock.

EVERBEARING	Per Pkg.	Per Case
Gem .....	.80.....	19.20
Superfection .....	.80.....	19.20
Streamliner .....	.80.....	19.20
Twentieth Century .....	1.05.....	25.20

Weight 25 lbs. per carton—Prepaid.

FOR QUOTATIONS ON LARGE QUANTITIES OF





## RED RICH® everbearing

Plant Patent No. 993

Established retail: 25 plants \$5.00; 50 Plants \$8.50; 100 Plants \$15.00.

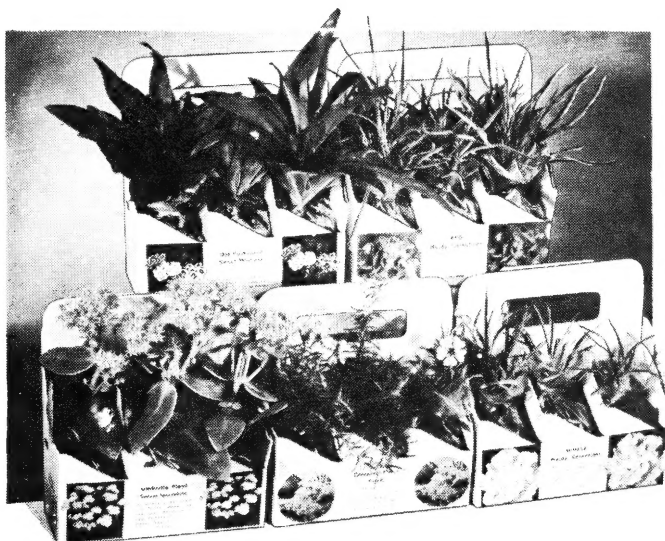
Your cost: \$2.25 per box in case lots of 250 and 500 plants. 25 plants per carton. Prepaid.



## POTTED RED RICH®

Plant Patent No. 993

Display potted Red Rich for an attractive showing. Available from April through August. Refer to pages 4-5 for prices.



## Redi-Plant POTTED PERENNIALS (Trade Mark)

Three perennials of one variety are packaged in each carry-out carton. Each carton displays a beautiful four color illustration of the matured plant and complete planting suggestions. Soil is held in a special planting pot which is surrounded by moisture retaining jacket. Perennials will hold two weeks but should be removed from shipping case upon arrival.

Cushion Mums .....	Pink, Bronze, Yellow, Red, White
Creeping Phlox .....	Pink, Red
Sweet William .....	Mixed Colors
Carnations .....	Red, Pink
Gaillardia .....	Orange Red
Shasta Daisy .....	White
Canterbury Bells (Bi-annual) .....	Mixed colors
Garden Pinks .....	Mixed shades
Hardy Chrysanthemums .....	Yellow, Red, White
Columbine .....	Mixed shades
Delphinium, hybrids .....	Mixed shades
Phlox .....	Red, white, pink, blue

### Wholesale cost:

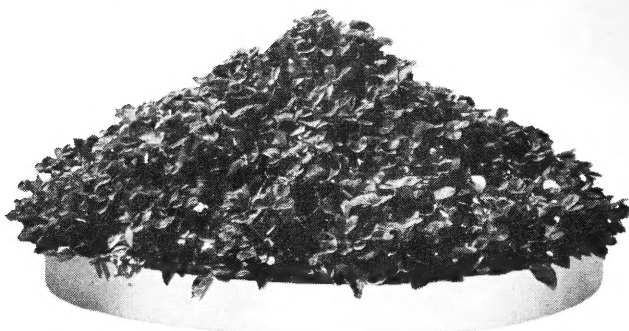
Shipping case consists of 12 carry-out cartons (3-paks) 36 plants.

1 to 4 shipping cases 60c per carton of three plants. F. O. B. Bristol.

5 or more shipping cases 55c per carton of three plants. — Prepaid.

OF PACKAGED PLANTS PLEASE WRITE

# PYRAMID® circular terraced garden



Pat. 2,651,143  
Pat. Pending

This is the large, four terraced "PYRAMID" 6' in diameter. Each aluminum band is 5" wide. Recommended for 50 everbearing strawberry plants.

## WHOLESALE PRICE LIST

	F.O.B. BRISTOL INDIANA	Postpaid Direct To Your Customers Using Your Shipping Tag	Suggested Retail Prices
LARGE PYRAMID	\$5.50	\$6.15	\$9.95
ACCESSORIES FOR PYRAMID			
SUPPORT STRIPS	2.10	2.40	3.95
COVER (Plastic)	4.00	4.30	6.95
NET	4.00	4.30	6.95
SPRINKLER (Complete)	3.00	3.30	5.25

## COUNTER DISPLAY SELLS PYRAMIDS FOR YOU

An exact aluminum miniature display of the popular "PYRAMID" circular terraced garden will do an excellent sales job right on your counter. The actual aluminum "PYRAMIDS" are coil packed in carry-out size cartons and can be sold right off the shelf.

Counter Display included with initial order for six "Pyramids" when specified on your purchase order.

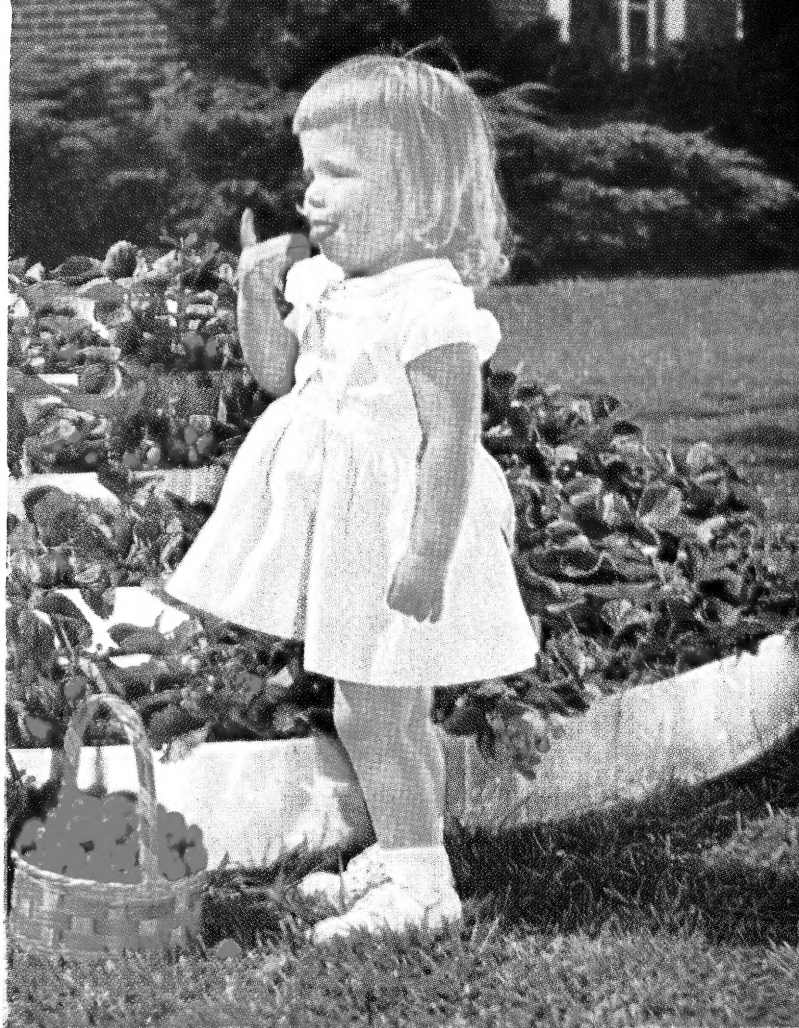
*Enjoy Strawberries*  
at home this attractive, compact way!

PLANT 'N PICK

**PYRAMID**  
Circular Terraced Garden

- Plant 50 Everbearing Strawberry Plants.
- Made of long-lasting aluminum coil.
- Complete instructions in each carton.
- Can be used with flowering plants, bulbs, etc.





## PYRAMID ACCESSORIES



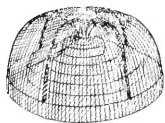
### SUPPORT STRIPS

If you plan on using either plastic cover or netting, strips must be installed first as support.

### PLASTIC COVER



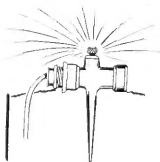
New type, weathers well. Acts as a cold frame or greenhouse for early planting and frost protection.



### NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.

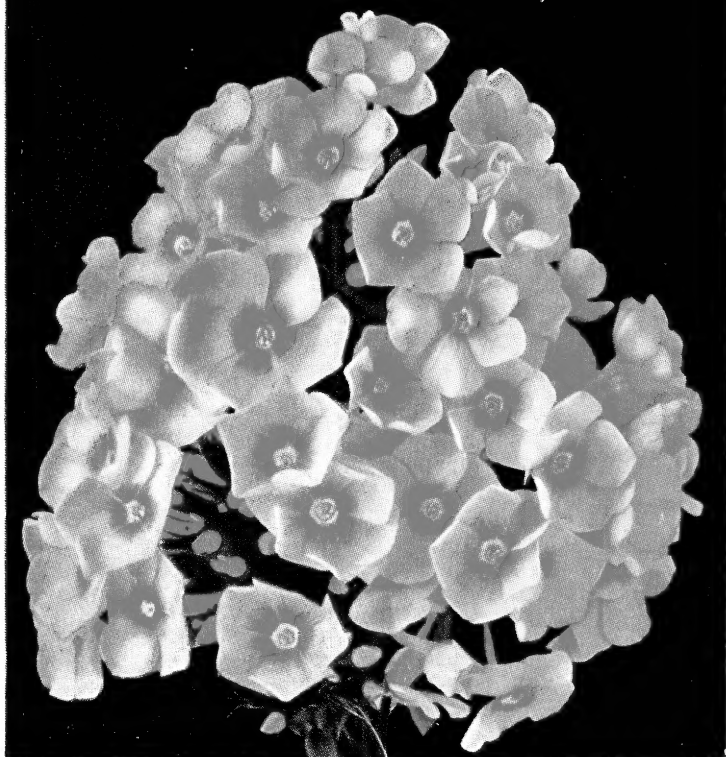
### COMPLETE SPRINKLER



Includes nozzle, copper tubing and hose connection at base. Runs through bed and out under bottom band to connect with garden hose.

## THE BEST PLANTS FOR PYRAMIDS

We recommend these everbearing Strawberries for Pyramid planting—Red Rich, 20th Century.



Order your Phlox from Judson Nurseries. One of the country's large Phlox growers—you can order them in Bulk, for Pack-Out and in Packages.

## **JUDSON SALES HELPS**

### **PRINTING PLATES**

Over a period of years we have built up an excellent selection of four-color process plates on several strawberry plant illustrations. These plates are for the use of our customers and all we ask is that you pay the nominal electrotpe cost covering the plates you need. We also have a beautiful four-color Phlox collection for your use.

### **PRINTED ADVERTISING**

Frequently we prepare a mailing piece in four-color process printing that is run in large quantities and planned so that you can order them imprinted with your name. If you are interested please write.

### **NEWSPAPER MATS - PHOTOS - DISPLAY**

Small space newspaper mats on Strawberry plants and the Pyramid garden are available to our customers. We have a good supply of 8"x10" prints on Strawberries and other items that you may have. If you feature the Pyramid garden be sure to request a display to be shipped with your order for Pyramids.

**JUDSON** WHOLESALE NURSERIES  
BRISTOL, INDIANA